

Message Text

UNCLASSIFIED

PAGE 01 SAIGON 14077 041120Z

15

ACTION EB-11

INFO OCT-01 EA-11 ADP-00 COME-00 SS-15 USIA-15 CIAE-00

INR-10 NSAE-00 RSC-01 AID-20 XMB-07 TRSE-00 OMB-01

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R 040536Z AUG 73

FM AMEMBASSY SAIGON

TO SECSTATE WASHDC 5540

UNCLAS SAIGON 14077

E.O. 11652: N/A

TAGS: BEXP, VS

SUBJECT: STATE/COMMERCE COOPERATION ON COMMERCIAL PROGRAM

REF: STATE 141993

DURING THEIR DISCUSSION OF THE U.S. COMMERCIAL PROGRAM, PARTICIPANTS MAY WISH TO INCLUDE IN THEIR DISCUSSION WAYS OF MAXIMIZING THE ROLE OF AID/W IN PROMOTING U.S. EXPORTS. WASHINGTON AGENCIES ARE WELL AWARE OF FACT THAT IN MANY EMERGING MARKETS, U.S. SHARE OF MARKET IS CLOSELY TIED TO U.S. AID PROGRAM, ESPECIALLY THROUGH PROJECT ASSISTANCE AND THE COMMERCIAL IMPORT PROGRAM. WHILE AID/W HAS BEEN EXTREMELY EFFECTIVE IN PUBLICIZING OPPORTUNITIES FOR U.S. BUSINESS PARTICIPATION IN USAID-FINANCED PROJECTS AND SALES THROUGH CIP, WE WONDER WHETHER MAXIMUM USE HAS BEEN MADE OF THE RESOURCES OF OTHER WASHINGTON AGENCIES SUCH AS COMMERCE AND EXIMBANK IN BRINGING THESE OPPORTUNITIES TO ATTENTION OF BUSINESSMEN WITH WHOM THESE AGENCIES MAY HAVE CONTACT. WHILE RECOGNIZING THAT WE ARE NOT IN THE BEST POSITION TO COMMENT ON SITUATION IN WASHINGTON, OUR IMPRESSION IS THAT RELATIONS COULD BE STRENGTHENED IN THIS AREA AND WE WOULD THEREFORE STRONGLY URGE THAT THIS SUBJECT BE EXAMINED AT SOME POINT IN THE DISCUSSION.

MARTIN

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